

Guide to Tobacco Cessation Resources in North Carolina For Health Professionals

*Patients **expect and appreciate** when physicians and other health professionals assist them in their quit attempts. Take just a few minutes to make this important difference in their lives.*

Refer patients to the NC Tobacco Use Quitline - it's easy!



- NC Tobacco Use Quitline, 1-800-QUIT-NOW (1-800-784-8669), is a North Carolina service designed to help all tobacco users quit, both youth and adult.
 - Staffed by professionally trained expert tobacco cessation quit coaches.
 - Available from 8:00 a.m. until 3:00 a.m., seven days a week.
 - English, Spanish and other languages available.
 - Free to all North Carolinians.
 - Quitline availability makes it possible for medical professionals to quickly
 - **Ask** about tobacco use
 - **Advise** patients to quit
 - **Refer** to an evidenced-based resource (the Quitline)

To take a short (4 minute) tutorial on the **5A's of tobacco cessation (Ask, Advise, Assess, Assist, Arrange)** visit www.QuitlineNC.com and click on **For Medical Professionals**.

Use the Quitline Fax Referral Program - it's fast!

The Quitline has a **Fax Referral Program** that allows the Quitline to pro-actively make the first call to your patient who would like to quit within the next 30 days. Just fill out the fax referral form with the patient, ask the patient to sign and date, and fax it to **1-800-483-3114**. The Quitline will call your patient to get them started.

Did you know that as a referring site you can receive information faxed back that updates you when the Quitline has made contact with your patient and what services they have asked to receive? This valuable service allows you to continue to follow your patient's quit effort.

- The fax referral form can be found at the following link:
www.tobaccopreventionandcontrol.ncdhhs.gov/cessation/pros.htm

HIPAA compliant? It is **very important** that you check whether you are HIPAA compliant (**yes or no**) to receive feedback on the patient's participation in the program. If not HIPAA compliant, the patient will still receive referred Quitline services.

Other resources available from the NC Tobacco Use Quitline

- **Click to Call** feature is available at the following link:
www.tobaccopreventionandcontrol.ncdhhs.gov
 - Click on *Quitting Tobacco*, Click on *Quitline*, or go directly to:
 - <http://www.tobaccopreventionandcontrol.ncdhhs.gov/cessation/quitline.htm>
 - **Click to Call** - found below *Fax Referral*
 - Patient enters his/her phone number
 - The Quitline will call the patient number within a few minutes.
 - Accessible during operational hours (8:00 a.m. until 3:00 a.m.).
- **Web Coach** is an optional, web-based cessation program available to callers who receive services from the Quitline (request cessation materials; enroll in the 1-call or 4-call Quitline program).
 - Must be 13 years of age with a valid e-mail address.
 - Will be provided with a login and temporary password at Quitline registration.
 - Quit Coach can track patient's progress/build on personal quit plan.
 - Quit Coach can send coaching e-mails.
 - Available 24 hours a day.
 - Discussion Forum available.

Prescription assistance is available to some groups

- Patients 18 and older can buy nicotine replacement therapy (NRT) without a doctor's prescription. However, if your patient is on Medicaid or the State Health Plan:
 - **Medicaid** - covers all FDA approved cessation medications, including nicotine replacement therapy (NRT). A prescription is required for **OTC generic NRT**.
 - **State Health Plan** - waives the co-pay for **OTC generic NRT**
 - Must have a prescription for "OTC generic NRT".
 - Requires **proof of cessation support** completed by provider or a Quitline quit coach:
 - Certification form to fax to Medco can be obtained at: www.shpnc.org/pdf/nrt-provider-cert.pdf or patient can
 - Provide Quitline Quit Coach with their SHP ID# and the Quitline will send the certification form to the SHP for them.
 - Participating pharmacies will be able to fill the prescription
 - Advise patients not on Medicaid or the State Health Plan to call their health plans' customer service representative to ask if the plan offers a similar benefit.

What should patients expect when calling the NC Tobacco Use Quitline?

- When your patient calls/connects with the Quitline he/she can talk to an expert Quit Coach who will help him/her through the quitting process. Studies show that people like talking to Quit Coaches over the phone - many even like it better than face-to-face counseling.
- Your patient can even ask the Quit Coach to call him/her back to check on quitting progress. The Quitline will provide up to three follow-up calls (total of four calls) from an expert Quit Coach at times when the patient and the Quit Coach agree upon. In addition, the Quitline can mail materials and can help find local programs that can help your patient stop using tobacco.
- It is simple. The call is received by an intake specialist; your patient will be asked a few simple questions and then transferred to a Quit Coach.
- The flyer, "What to Expect When Calling the NC Tobacco Use Quitline" is available at <http://www.tobaccopreventionandcontrol.ncdhhs.gov/cessation/quitline.htm>

Who sponsors the NC Tobacco Use Quitline?

- This core public health service is administered by the NC Division of Public Health, Tobacco Prevention and Control Branch. It is co-funded by the NC Health and Wellness Trust Fund and the Centers for Disease Control and Prevention through the NC Division of Public Health.

Other NC Tobacco Cessation Resources

- www.becomeanex.org - helps smokers "re-learn" their lives without cigarettes, targets age 25 to 49.
- www.quitnownc.org for the **NC Good Health Directory** to find local cessation resources

North Carolina Division of Public Health • Chronic Disease and Injury Prevention
www.ncdhhs.gov • www.ncpublichealth.com

